



General Federation of Women's Clubs of Massachusetts
Elfriede Parker, President



Fundraising Advancement Guide 2016-2018

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"Fundraising is the gentle art of teaching the joy of giving." - Hank Rosso

All Fundraising begins with people:

People giving money to people, not to causes or organizations. Relationship building is what can make fundraising successful. As a community leader, others look to you for a direction and guidance of where their money can be dispersed. You would be surprised at the amount that can be raised just by asking. The only thing that someone can say is no and then you move on.

Most people will not refuse you if they have a personal connection. Think of all the Girl Scout Cookies, Little League raffle tickets you have purchased from the neighborhood children over the years. Your connections in the community are invaluable when you approach someone for a donation.

Utilize the connections you have made but don't over extend your requests. Always know when to step back.

A better word for Fundraising is "friend raising".



Here are some tips for planning a Fundraiser:

Use the **five W's** and **one H** to help organize your event.

- **Who-** who will serve as a committee and who will be your audience?
- **What-** are you selling? Is it a product or service or hosting an event?
- **When-** timing is critical. Holiday or seasonal related?
- **Where-** Location, location, location!!
- **Why-** What will this fundraiser support? Why are you raising funds?
- **How-** Advertising, promotion and planning

Use the 2016-2018 GFWC Club Manual Fundraising Advancement Guide available on the GFWC website for more information - <http://www.gfwc.org/>.

GFWC ENDORSED FUNDRAISERS

GFWC partners with a variety of fundraising companies who can assist clubs in your fundraising efforts. These companies offer products and merchandise, such as greeting cards, chocolate and nuts, jewelry, and other items that you can sell in your community to help bring in funds that assist your club in meeting its financial goals.

- **Terri Lynn**

1450 Bowes Road

Elgin, IL 60123

P: 800-323-0775

E: customerservicef@terri Lynn.com

W: www.terri Lynnfundraising.com.



- **Flower Power**

P.O. Box 900

Calais, Maine 04619

E: marketing@FlowerPowerFundraising.com

W: www.FlowerPowerFundraising



Success in Fundraising:

In order to achieve success in Fundraising, we should be **creative, inspirational, thoughtful, adventuresome** and **determined**. And what three letter word do we see in Fundraising? **FUN!**

Are you ready to have fun? All fundraising needs to be exciting and enjoyed, not a chore. It may be time consuming and hectic. But in the end, it should be worthwhile and increase your club's revenue coming in and not going out. **Success** of a fundraiser is not always decided by the amount of funds. Often, the good that is spread in the community and the teamwork and bonding of your members is just as important.

A **clever/creative title** to your fundraiser draws attention and also can make for curiosity seekers becoming involved.

Here are some creative titles: (Can you guess what kind of event it is?)

A Hard Hat Ball, Who let the Dogs Out, Blooming Fun, Grooving Back in Time, Hey Look Me Over, Digging for Diamonds, Rubber Duckies on the Move, Shoppers Paradise, Mad Hatters' Tea Party, Off to the Races, On The Beach, "It's a Wrap!", Beads, Bangles, Baubles and more.

Let your imagination go wild and remember to always **enjoy** the event! Make it special and they will come!



But remember one thing: "Money doesn't grow on trees." Although that would solve a lot of issues! Your club needs funds to continue to support the good work you do in your communities.

GFWC of MA also needs fundraisers to support ongoing projects and programs! So don't forget to contribute here if asked. **Support your state** by purchasing raffle tickets at Meetings, attending fundraising events, and offering your expertise to organize a fundraising event. **We are all in the volunteer business together.**